

**ABSTRACT**

A soft magnetic material includes: a plurality of composite magnetic particles (30) formed from a metal magnetic particle (10) and an insulative coating (20) surrounding a surface of the metal magnetic particle (10) and containing metallic salt phosphate and/or oxide; and a lubricant formed as fine particles added at a proportion of at least 0.001 percent by mass and no more than 0.1 percent by mass relative to the plurality of composite magnetic particles (30). With this structure, superior lubrication is provided during compacting and desired magnetic characteristics can be obtained after compacting.